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ABSTRACT

This manual provides basic information to help organize a "Hunger Cleanup." Written for the 1996 campaign, the publication contains an overall organizing plan, descriptions and responsibilities of different committees, a sample time line, general advice from previous "Hunger Cleanup" organizers, and appendices which can be reproduced or used as a model for other materials. Suggestions are given for goal-setting, recruitment, fund-raising, work projects, reflection, media, publicity, and awards. The "Annual Hunger Cleanup" is a national, one day, community service work-a-thon in which students volunteer to raise money for programs for the hungry and homeless. Volunteer projects include painting local shelters, planting community gardens, and refurbishing low-income housing units. Money raised through the work-a-thon benefits local, national, and international hunger and homelessness programs. (EH)

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The 1996 Hunger Cleanup Manual

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Julie A. Miles

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

April 13th

NATIONAL STUDENT CAMPAIGN AGAINST HUNGER & HOMELESSNESS

A Project of the PIRGs

A community service work-a-thon that raises funds for people and organizations in need, while students and community members improve the community around them.

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About the National Student Campaign Against Hunger and Homelessness

The National Student Campaign Against Hunger and Homelessness (NSCAHH) works with a coalition of student and community members to fight hunger and homelessness through education, service, and action. Started a decade ago by the Public Interest Research Groups (PIRGs) and USA for Africa, NSCAHH is the largest network of students fighting hunger and homelessness in the country with more than 600 participating schools.

NSCAHH supports and enhances student efforts through site visits and trainings, project manuals, phone consultations, our annual conference, and other resources.

In addition to the Hunger Cleanup, NSCAHH sponsors a variety of programs including:

- **The Annual Fall Conference** which brings hundreds of students, University staff, and community members together for educational lectures, skills trainings, and networking opportunities. The Fall '95 Conference was held at Florida State University and featured guest speakers – Governor Chiles; Bill Shore, Director of Share Our Strength; and Joel Charny, the Executive Director of Oxfam America. The Fall '96 Conference will be the Tenth Annual. Call us at (800) NO-HUNGR for more information and fundraising ideas to cover your future conference costs.

- **National Hunger and Homelessness Week** which combines activities that educate the campus population, increase community service, and build campus coalitions. Held annually, the week prior to Thanksgiving, this Week is often the first step toward thoughtful and effective action.

- **Food Salvage Programs** which rescue unused school cafeteria food and deliver it to local shelters and soup kitchens. In recent years, student-run Food Salvage Programs have provided thousands of people with a reliable source of food.

- **Project Partnership** which builds relationships between the campus and community and increases the effectiveness of student action. Project Partnership requires students to learn about their community by doing a needs assessment and then establishing a program to address some of the most urgent needs. Projects include literacy education, child care, community gardens, food salvage, and job counselling.

- **SPLASH (Students Pushing Legislative Action to Stop Hunger and Homelessness)** which is a network of students advocating for legislative solutions to hunger and homelessness through media campaigns, letter-writing drives, and district meetings with legislators.

Get Involved

We can end the tragedies of hunger and homelessness. The Hunger Cleanup is a great way to start. Call the Campaign for additional manuals, posters, more sponsor sheets, guidance, an on-site training at your school, and additional contacts in your area. Or simply return the official registration form on the back of this sheet. We can work with you to help make the Hunger Cleanup in your city the best ever!

NSCAHH
11965 Venice Blvd. #408
Los Angeles, CA 90066
(800) NO-HUNGR (no "e")

NSCAHH would like to thank MAZON: A Jewish Response to Hunger for their financial support of our work.

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TABLE OF CONTENTS

I.	Overview	2
II.	How to Use This Manual	3
III.	Guidelines and Major Decisions	
	◆ Event Guidelines	3
	◆ Date of Event	3
	◆ How the Funds are Distributed	4
	◆ How to Handle the Funds	5
IV.	Goal-Setting	5
V.	Sample Timeline	7
VI.	Organizing Structure	10
VII.	Recruitment	
	◆ How To	11
	◆ Team Leaders	12
	◆ Tabling	13
	◆ Class Announcements	15
VIII.	Fundraising	
	◆ Overview	16
	◆ Individual Fundraising	17
	◆ Business Fundraising	18
	◆ Direct Mail	19
	◆ Sample Direct Mail Letter	20
IX.	Work Projects	
	◆ How to	21
X.	Reflection	22
XI.	Publicity	23
	◆ On-Campus Publicity	23
	◆ Community Publicity	24
	◆ Documenting the Event	24
XII.	Media	24
XIII.	Last Minute Tips	25
XIV.	Wrapping It Up	26
XV.	Awards	26
XVI.	Appendices	
	◆ Appendix A: Sponsor Sheet	27
	◆ Appendix B: Sample Business Fundraising Letter	28
	◆ Appendix C: Work Site Letter	29
	◆ Appendix D: Work Site Application	30
	◆ Appendix E: Sample VIP Endorsement Letter	31
	◆ Appendix F: Money Distribution Sheet	32
	◆ Appendix G: Final Results Sheet	33
	◆ Appendix H: Publications Order Form	35
	◆ Appendix I: T-Shirt Information	36

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I. OVERVIEW

The Problem: Hunger and Homelessness

We produce enough food to feed everyone in the world. Yet, one person dies from hunger-related causes every 40 seconds. The United States is one of the richest nations in the world, yet three million people are forced to sleep under bridges, in shelters and on the streets.

In urban and rural areas alike, food pantries and meal programs are unable to meet food requests, because hunger is a way of life for 27 million Americans. Many of the hungry are families on the verge of homelessness. Currently, families with children make up 39 percent of the homeless population.

Not since the Great Depression have the problems of hunger and homelessness been so severe in our country. Students must lead the way for action toward solutions. All of us must make it a priority to use our resources to end hunger and homelessness.

The Twelfth Annual Hunger Cleanup - April 13, 1996

The Annual Hunger Cleanup is a national, one day community service work-a-thon in which student volunteers raise money while volunteering with programs for the hungry and homeless. Similar to a walk-a-thon, the Cleanup mobilizes thousands of students across the country who gather hourly pledges from family and friends for their volunteer work.

Volunteer projects include painting local shelters, planting community gardens, and refurbishing low-income housing units. Money raised through this unique a-thon benefits local, national, and international hunger and homelessness programs.

The Twelfth Annual Hunger Cleanup takes place on April 13, 1996. Since the first Hunger Cleanup in 1984, the National Student Campaign Against Hunger and Homelessness has worked with schools across the country to make it one of the most successful student and community events. More than 85,000 students have completed thousands of work projects, raising more than $1 million dollars in the eleven year history of the Cleanup!

The Hunger Cleanup Helps the Hungry and Homeless

The Hunger Cleanup provides valuable volunteer power for important local programs, and the fundraising enables your group to have a long-term impact on the lives of people in need. Funds raised through hourly sponsorships and contributions from local businesses, provide immediate relief for the hungry and support for programs to end hunger and homelessness.

The Hunger Cleanup also:

- Educates participants and contributors about the problems of hunger and homelessness.
- Completes needed projects in your community.
- Involves a wide range of students and neighborhood residents in joint action to improve communities.
- Encourages continued community service participation by volunteers.
- Builds and strengthens school and community relationships for future efforts.

II. HOW TO USE THIS MANUAL

The 1996 Hunger Cleanup Manual provides you with the basic information you need to lead a successful Hunger Cleanup. This publication, which draws heavily upon experiences from past Cleanups, contains:

- An overall organizing plan.
- Descriptions and responsibilities of different committees.
- A sample timeline.
- General advice from previous Hunger Cleanups.
- Appendices which you can reproduce or use as a model for your own materials.

We encourage you to read this manual completely and refer to it frequently during your planning as it is quite thorough. Some coordinators photocopy specific sections and give them to the appropriate committee chairs.

However, the manual is just the beginning of the help we offer! Register for the 1996 Hunger Cleanup by calling the Campaign office or completing and returning the registration form on the Hunger Cleanup brochure, and you will receive:

- **Organizing Advice from our Staff.** Our experienced organizers are here to help you with any questions or problems you may have. Please call us at (800) NO-HUNGR to let us know about good news, or any particular areas with which you are having trouble. The best option is to schedule a specific weekly phone consultation with a staff person. This allows us to provide regular support as you move through the phases of Cleanup organizing. Staff members are also available for consulting visits to your school. Let us know if you would like to arrange a visit.

- **Hunger Cleanup Updates.** During the spring semester, you will receive special mailings about organizing the Hunger Cleanup. Updates include timely advice, materials you can reproduce, some insider news on other Cleanups across the country, and information on the international projects you are helping to support through the Cleanup.

- **Hunger Cleanup Printed Materials.** For the 1996 Hunger Cleanup, the Campaign has brochures, posters, and direct mail envelopes (see Fundraising for more information). We will automatically send each registered Hunger Cleanup school posters for recruitment and brochures with an overview of the Cleanup and sponsor sheet. Call us to receive direct reply envelopes and/or more brochures or posters. In addition, one of the Cleanup updates will include a Media Kit.

III. GUIDELINES AND MAJOR DECISIONS

1. Event guidelines.

To be an official participant in the Annual Hunger Cleanup, your school must: 1) register with NSCAHH; 2) arrange and complete work projects which address a community need; and 3) follow the fundraising distribution guidelines. The Hunger Cleanup is an official project of the National Student Campaign Against Hunger and Homelessness (NSCAHH). The project name may not be used without express written permission of NSCAHH.

2. Date of event.

The date of the Twelfth Annual Hunger Cleanup is Saturday, April 13, 1996. We encourage you to participate on this day, but if this excludes you from leading the event, you may schedule an alternative date. Please notify us immediately if you need to do this. Most Hunger Cleanups are three hours long.

3. How the funds are distributed.

Through the Hunger Cleanup, you raise funds for organizations which provide immediate relief and work toward long term solutions to the problems of hunger and homelessness. The funds you collect support programs at home and abroad.

4. Set goals for fundraising and volunteer participation.

Your organization should set goals for other elements of the project you would like to prioritize -- for example, goals could include the number of leaders you would like to develop, number of coalition groups involved, or number of community partnerships established for ongoing volunteer opportunities.

The 1996 Fundraising Distribution Guidelines are:

◆ Local hunger and homelessness organization(s) (50%)

You choose the local organization(s) which best meet the needs of your community: food pantries, transitional housing programs, tutorial projects, or programs at which you volunteer. We encourage you to research the organizations that you consider funding and to choose organizations that are effective at addressing the most urgent community needs. Use personal contacts and meet with the groups you most want to fund. Below are some suggested questions to ask as you select the local group(s) which will receive 50% of the funds you raise:

1) What are the goals and programs of the organization or agency?; 2) How effective is the organization?; 3) How would the funds you contribute be used?; 4) Does the group effectively fill a need in the community?; 5) Is the organization unique in its approach and/or activities?; 6) Does the group incorporate the opinions of the low-income people they work with into their decision-making process?

The core committee group should make a concerted effort to visit potential grantees to see their facilities and how they operate.

◆ National Student Campaign Against Hunger and Homelessness (35%)

Your contribution makes it possible to expand and deepen the growing network of students involved in the National Student Campaign Against Hunger and Homelessness. By educating, involving and training students to be more effective in their efforts, the Campaign fosters more action and leadership in the fight to end hunger and homelessness. The funds raised through the Hunger Cleanup allow the Campaign to offer phone consultations, publications, and other resources to student organizations, as well as support existing programs and develop new ones. (See inside cover for program descriptions.) The Campaign was launched in 1985 and works with more than 600 schools in all 50 states.

◆ NSCAHH International Projects (15%)

Each year through the International Development Exchange (IDEX), the Campaign sponsors grassroots community-based projects in developing countries. IDEX projects help people meet their basic needs, improve their living conditions, and build the skills, experience, and confidence they need to fue further change in their communities.

This year's international projects were chosen by students attending NSCAHH's Annual Fall Conference and include:

- A maternity and child health center in Ghana.
- A home to home school program in Bangladesh.
- Roofing and finishing a classroom block in Zimbabwe.
- A women's dairy cooperative in Bangladesh.

One hundred percent of the contributions given to IDEX are transferred directly to the chosen projects. IDEX provides follow-up information to illustrate the project's progress and impact on the community.

How to handle the funds (you have two options):

1. **You distribute the funds.** If your group has a bank account, you simply send a check for 50% of the total money raised to the National Student Campaign Against Hunger and Homelessness (NSCAHH will send 15% to our international projects) and a check for 50% of the money raised to the local organization(s) you have chosen.

2. **The Campaign will distribute the funds for you.** If your group does not have an account, we will distribute the funds for you. Most schools utilize this option. Send 100% of the money raised to the Campaign. We will then distribute 50% of the funds to the local organization(s) you have chosen. Make sure that all checks are made out to the National Student Campaign Against Hunger and Homelessness. Be sure to send funds and information promptly to enable us to send the allocated funds to the local and international organizations.

Please remember to:

1. Send us the Money Distribution sheet in the back of this manual (Appendix F). Sometimes a check is delayed because we do not have the name or address of the local recipient. Be sure to send the contact name, name of organization, address and phone number of the local recipient, if we are to send 50% of the money to them. Without this information we cannot process your donation!

2. Be prompt and organized about your money distribution. Student checks often bounce if deposited after mid-May since students cancel their checking accounts at the end of the school year. Delaying distribution keeps your contribution from getting to the groups that need your support (and in the case of bounced checks, reduces the donation). Be sure to collect all contributions prior to the Hunger Cleanup and send the money to NSCAHH the Monday after the Cleanup.

IV. GOAL-SETTING

One of the first steps of organizing the Hunger Cleanup is to set goals. You will want to set goals for the primary purposes of the Cleanup – fundraising and volunteer participation. In addition, you will want to establish goals for other elements of the project to reflect your group's priorities. For example, if you want to use the Cleanup to increase your relationship with the community, you might set goals for the number of endorsements from community VIPs (such as the mayor, local representative, etc.); the number of work sites that become ongoing volunteer partnerships; and the number of community leaders that speak at your trainings and at the Cleanup kickoff.

Coordination between the Committees is critical in the organizing of the Cleanup. For example, the work site committee will need to have an accurate number of teams and volunteers and the fundraising committee will need to know how much money to expect from individuals, so they can prepare accordingly. Having common goals that all of the committees are striving for will make the coordination easier.

Each Committee Coordinator should be involved in setting the overall goals but should also lead their committee in setting particular goals for their area of responsibility. For example, the Publicity Committee should have goals for the number of class raps, posters, articles in the paper, and visibility waves (concentrated poster, media, creative visibility campaigns).

Why set goals?

Setting goals requires you to sit down with your group to plan the project and decide from the start what you think you are capable of accomplishing. This process is valuable and necessary to ensure that you have thought through the elements of organizing the event and can make adjustments from the start. Setting goals is also critical for the following reasons:

- Enables you to measure your progress.
- By aiming high and striving for common goals, you will often accomplish more.
- Gives you a tool for evaluating and learning from the project organizing.
- Forces thorough planning.
- Builds group investment.
- Motivates volunteers and community members who are involved in achieving something quantifiable and important. Ideally, the whole campus and community are aware of and invested in the goals.

How To Set Goals

As the Chair of the Cleanup, you should be prepared to lead a goal-setting session with the organizing committee. In order to set challenging yet realistic goals, you must be prepared to talk through what it will take to reach a suggested goal. Below are some projections to use when leading your group through goal-setting.

Fundraising: 80-90% of funds raised should come from individual fundraising.
5-10% should come from business contributions.
5-10% should come from direct mailings to family and friends.

On average, individuals will raise $25-45 each.

Generally, the more volunteers you expect, the lower the average contribution will be. (It is easier to have regular contact with 50 volunteers than it is with 250.) Therefore for a 200 volunteer Cleanup, you might set an individual goal of $25-35, and for a 50 volunteer Cleanup, you might set $40-45. Core Cleanup members should raise $75-100 each. With strong team leaders and incentives, you can increase the individual expectation.

Volunteers: From groups -- 50%
From your general recruitment – 50%

Example: Your group wants to raise $7,000.

Therefore, you need 200 volunteers or 20-25 teams (10-12 from groups and 10-12 from general recruitment).

200 volunteers x $30 = $6000
20 businesses x $30 = $ 600
16 volunteers sending mailings x $25 returned per volunteer = $400

Total: $7,000

You and your group may decide that $600 seems like too much to get from local businesses but perhaps you can raise $300 from businesses and get some good prizes for teams and individuals

who raise the most money. With this added incentive and a strong plan for team leader recruitment and training, you feel confident raising the average volunteer amount by $2.

200 volunteers x $32 = $6400
10 businesses x $30 = $300
15 direct mailings x $20 = $300

Total: $7,000

V. SAMPLE TIMELINE

Along with setting goals, one of the first things in project planning is developing a timeline. Do this by working backwards week by week, day by day from the Hunger Cleanup date to the date you will be organizing your event. As the overall Chair, you should set a timeline on a big calendar for the entire project and help your committee coordinators set a detailed timeline for their committees.

We have divided the timeline into the four major components of the Cleanup: Recruitment, Fundraising, Work Sites, and Media/Publicity. On the following pages there is a sample timeline to give you a general idea of what to include and a format. Timeline planning will help you to anticipate needs and avoid pitfalls. For example, before you can send out a mailing to businesses, you must write the letter, get photocopying donated, etc.. Be sure to allow time for these steps and include them in your timeline.

The biggest pitfall groups face in organizing the Hunger Cleanup is not starting early enough. All Cleanups could raise $10,000 and involve 250 volunteers if the organizing committee started early and followed the basic organizing plan. If you have not started yet you are behind, so get moving!

Note that the specific numbers used in the sample timeline are based on a plan in which the goal is $7,000 and 200 volunteers.

SAMPLE TIMELINE FOR HUNGER CLEANUP PREPARATION

WK 1:
* Set goals, confirm date and time of Cleanup, and develop timeline.
* Contact national office to register as an official 1996 participant (return form on brochure or call 800-NO-HUNGR).
* Recruit volunteers to organize the event and team leaders/members.
* Select local agency to receive 50% of the funds.
* Schedule regular Cleanup Committee meetings and reserve rooms.

	FUNDRAISING	RECRUITMENT	WORK SITES	PUBLICITY
WK 2:	*Write contribution letter and develop target list of businesses. *Coordinators and organizing team should start personal fundraising.	*Tabling in student center. *Class announcement training and scheduling. *Send letter to 50 campus groups.	*Develop a list of potential work sites. *Write and copy cover letter and application (in manual). *Reserve rooms for mtgs. and trainings for term. *Buy stamps.	*Write endorsement letter and photocopy. *Develop target list of VIPs. *Poster as part of the recruitment drive. *Invite a leader to speak at the General Interest Meeting.
WK 3:	*Mail fundraising letter to 50 businesses. *Train volunteers to do business meetings. *Prepare materials for business meetings. *Schedule meetings with SGA President and Vice Pres. of Student Affairs to ask for funding to buy t-shirts and/or for general expenses. *Contact NSCAHH for direct mail envelopes for Wk 6.	*Hold Team Leader Training. *Make announcements in 25 classes about volunteering. *Table in campus center (total of 12 hrs.) *Contact campus groups to join the coalition and commit team/team leader. *Hold General Interest Meeting for all volunteers interested in organizing the Cleanup.	*Send out letters/applications. *Train volunteers for follow-up phone calls.	*Mail out endorsement requests. *Meet with campus paper about the Cleanup and General Meeting. *Invite leaders to speak at the upcoming Team Leader Trainings and Cleanup kickoff.
WK 4:	*Begin making appointments with businesses. *Coordinators should have personal $ raised by end of this week. *Meet with SGA President about donation.	*Recruitment blitz for Cleanup participants – table, poster. *Hold Team Leader Training. *Continue contacting campus groups. *Hold Steering Committee Meeting.	*Begin follow-up calls. *Send out more applications.	*Follow-up on endorsements. *Send out public service announcements to radio stations. *Confirm speaker for Team Leader Training.
WK 5:	*Visit businesses. *Write and copy a letter to faculty to contribute and/or form a team. *Meet with VP of Student Affairs about donation. *Collect contributions and in-kind donations from businesses and send thank yous.	*Hold an orientation and fundraising training for new volunteers. *Call to check in with Team Leaders, who in turn call team members. *Continue contacting groups. *Hold a Team Leader Training for new team leaders if necessary.	*Continue contacting potential sites. *Reserve campus location for all volunteers to meet on the day of the Cleanup.	*Follow-up on endorsements. *Follow-up on radio PSAs. *Hold a banner-making party. *Write a press release and deliver to the campus paper about recruitment drive & highlights.

	FUNDRAISING	RECRUITMENT	WORK SITES	PUBLICITY
WK 6:	*Visit businesses. *Coordinate direct mail fundraising letter drive – volunteers mail 5-20 letters each to family and friends. *Send thank yous to business donors. *Distribute letter to faculty.	*Follow up with Team Leaders who follow-up with team members. *BIG RECRUITMENT BLITZ– tables, class announcements.	*Continue to call sites. *Confirm materials and types of work as you go.	*Put up banners and poster as part of the RECRUITMENT BLITZ. *Update or develop the media list. *Follow-up with campus paper for coverage this week. *Write letters to the editor.
WK 7:	*Complete business visits. *Get bagels and cream cheese donated for day of Cleanup. *Prep for All Volunteer meeting – final push for individual fundraising. *Deposit or send money to NSCAHH as you receive it.	*Continue BIG RECRUITMENT BLITZ. *Follow-up with Team Leaders. *Hold Steering Committee Meeting. *Schedule & prep for All Vol Mtg (Hold two different days & times so all can attend.)	*Double check number of sites with recruitment committee. *Confirm exhsting sites. *Get materials donated as necessary. *Reserve microphone for Hunger Cleanup kickoff.	*Continue postering. *Follow-up on letters to the editor for printing this week. *Follow-up on Hunger Cleanup program – speakers and VIPs for kickoff event.
WK 8:	SPRING BREAK – Relax and gear up for final three weeks. Ask friends and family to sponsor you.			
WK 9:	*Collect funds from businesses and individuals. *As NSCAHH receives mail returns we notify you so you can increase your total. *Get pizzas donated for volunteer party after the Cleanup. *Table with recruitment team.	*Call all volunteers for meeting. *Last week of BIG RECRUITMENT *Hold a Team Leader check in mtg. *Team Leaders call all volunteers. *Final prep for All Volunteer Meeting	*Match teams with sites. *Call Team Leaders with their site to visit or call. *Follow-up on materials.	* Write a press advisory and send to all media sources. * Compile full list of endorsers.
WK 10:	*Deposit or mail funds. *Collect funds. *Table with recruitment team.	*All Volunteer Meeting – get folks excited about the Cleanup, collect funds, and report on goal. *Steering Committee Meeting.	*Confirm sites. *Confirm site and transportation with Team Leaders. *Confirm campus kickoff site.	*Confirm media, finish media info packets. *Write press release and advisory. *Make follow-up calls to media on advisory.
WK 11:	*Collect all funds. *Confirm bagels and cream cheese and pizzas. *Set up logistics for final money collection at Cleanup check-in.	*Confirm all Team Leaders who confirm all volunteers. *Pick up any needed materials.	*Confirm sites.	*Confirm all media for coverage on the day of the Cleanup. *Do final visibility blitz on campus to help remind volunteers.

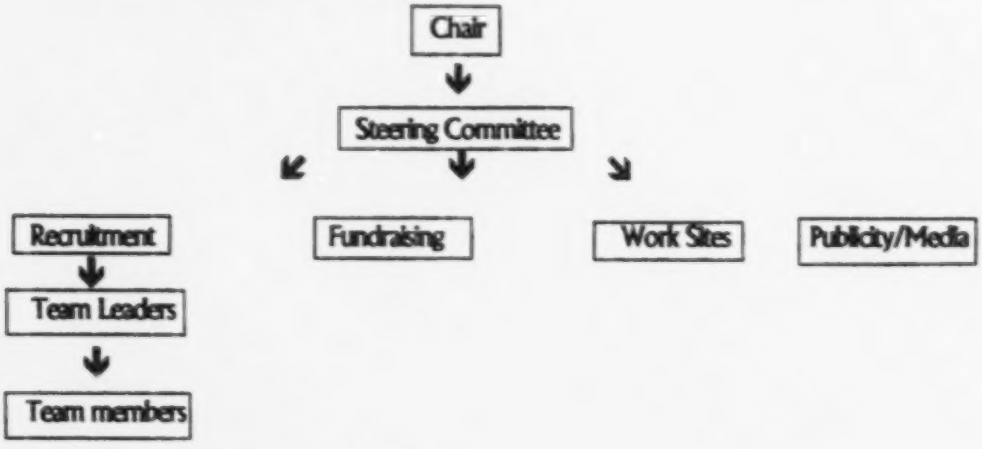
APRIL 13TH, THE HUNGER CLEANUP!!

VI. ORGANIZING STRUCTURE

How do you organize participation and leadership in the Hunger Cleanup?

The Hunger Cleanup is a sizeable event to organize and, if done correctly, your organization should come out of it stronger with more and stronger leaders and volunteers. The key is having a solid structure and plan for recruiting and developing leaders.

Below is a model of the leadership structure. If your event involves more than one school, use the "In Your City" ideas too. Specific goals and suggestions for each Committee are described in more detail in the following pages of the manual.



At Your School

- **Chair**

This individual oversees each of the Committee Coordinators and runs Steering Committee meetings. This person should have experience organizing the Hunger Cleanup or a similar type of event. He/She must be ready to take on responsibility, stay on top of the plan and timeline, hold volunteers accountable to their goals and commitments, be flexible and ready to help where needed, and able to run trainings. The Chair will meet weekly with Committee Coordinators.

- **Steering Committee**

The most successful Hunger Cleanups involve a variety of people and groups in the planning of the project. Actively recruit student leaders from the Greek system, residence halls, student government, and other campus organizations to lead or serve on committees. If possible, set up a steering committee consisting of student, faculty, university and community leaders which can provide your core with direction, helpful hints, and resources. The result of this structure will be a deeper involvement and truer understanding on the part of the campus community, which will easily translate into increased support and recognition for your organization and the issues.

This Committee's responsibilities and schedule will vary based on the makeup and interest level of the group's members. If this is an active working group whose members are involved in fulfilling

tasks and roles in the committees, this group will meet weekly or biweekly. The Steering Committee should be involved in setting fundraising and participation goals (these go hand in hand), and deciding which local group(s) will receive the funds that you raise.

However, if this group is involved but to a lesser degree. For example, the SGA President contributes money for posters but does not volunteer weekly. You may want to have this group meet once every 3-4 weeks so they remain updated and invested and can help in specific ways that are relevant to their positions.

◆ **Committees**
The Committees plan and execute the vast majority of tasks related to organizing the Cleanup. The four committees are Recruitment, Fundraising, Work Sites/Logistics, and Media/Publicity. Fundraising and Recruitment are principle committees needing lots of leadership and volunteer power; Work Sites and Publicity can be done by fewer people who are conscientious about follow through. It is recommended that all committees meet at the same time weekly. The start of the meeting (first 20-30 minutes) should be dedicated to quick updates, problem solving, and any general decision-making. For the second half of the meeting (30-40 mins.) the group should break into specific committees for decision-making, brainstorming, and delegation.

◆ **Team Leaders** (part of Recruitment Committee.)
Recruits and coordinates 8-10 volunteers as a team.

In Your City

Many successful Hunger Cleanups occur when area schools join forces and work together. So, if possible, invite other colleges and/or high schools to work with you. Call the national office to get contacts at nearby schools. To find possible participants at other schools, call the Student Activities Director, Community Service Center, Student Body President, Chaplain's Office, and Pan Hellenic and Inter-Fraternity Council Advisor.

If you lead a multi-school event, be sure that there are one or two people from the participating schools who are responsible for the overall event, ideally the Chair of each school's Cleanup Committee. This multi-school committee should meet every two weeks. Their responsibilities should include:

- Coordinating participation of each school
- Coordinating city wide media
- Coordinating work sites (depending on whether you are all working together at one or more large sites, or each school is responsible for finding and arranging their own work sites)
- Serving as liaison with the National Student Campaign on behalf of each participating school
- Coordinating fundraising from community businesses

VII. RECRUITMENT

A strong recruitment campaign will help you meet your goals for participants on the day of the Cleanup, and will also add more volunteers to the coordinating committees, bring visibility to the project, and train new volunteers. Be sure to ask everyone you know and meet to join your efforts. Everyone can participate at some level – some will join the Committee organizing the Cleanup, others will sponsor you for your volunteer work. Ask everyone and have fun.

Recruitment Committee Coordinator

There should be one person who is the overall recruitment coordinator. This should not be the same person who is in charge of coordinating the overall workings of the Hunger Cleanup. The Recruitment Coordinator should have a core group of recruiters. Together, the Recruitment Committee and Coordinator are responsible for recruiting volunteers to organize the Cleanup, recruiting team leaders and volunteers to participate in the Cleanup, and recruiting other groups to join the coalition. The Team Leader model, which is described below, is one of the most successful ways. The Recruitment Committee should have one or two members who work solely to recruit (although everyone should help), train, and follow-up with Team Leaders.

Team Leaders

A Team Leader is an individual who recruits and works with a Hunger Cleanup team of 8-10 volunteers. The model was developed with the idea that Team Leaders could:

- Involve more students in the planning of the event.
- Empower more students to become active leaders on the issues of hunger and homelessness.
- Attract a broader cross-section of volunteers.
- Develop a second tier of leaders for the program.
- Give committee coordinators more time to train and oversee the whole program.
- Increase the number of volunteers and the amount of funds raised.

What do Team Leaders do?

- Recruit one student volunteer team of 8-10 students.
- Call team members every 1-2 weeks to check in on fundraising and give them highlights of the event (e.g. VIP endorsers, progress toward goal, etc.).
- Distribute sponsor sheets to volunteers.
- Explain the fundraising goal for each individual and train team members how to get sponsors.
- Collect money from each team member and turn it in to the Fundraising Chair throughout the term.
- Make sure that each volunteer knows the time and place to meet on Cleanup day.
- Oversee his/her team at a work site during the Cleanup.
- Facilitate reflection session.
- Arrange transportation for the team.

Who can be a Team Leader?

Anyone who will recruit, motivate and follow-up with a group of ten volunteers.

How do we find Team Leaders? Ask!

To find Team Leaders, the Recruitment Committee should:

- Contact student organizations such as sports teams, religious organizations, minority groups, and community service groups, organizations which already have a "team style" structure in place.
- Lead a presentation at the meetings of these campus organizations and invite leaders from these groups to be team leaders and recruit a team from their own organization.
- Make announcements in classes or at dorm meetings.
- Table in the campus center. The biggest myth about tabling is that you sit behind the table. People will not approach you, you must approach them! Ask a question like, "Are you concerned

about hunger and homelessness?" or "Have you heard about the Hunger Cleanup?" to get their attention. Once you have their attention, you can steer them towards your table and a sign-up sheet.
- Contact faculty, administrators, and community leaders.
- Publicize. Use the school newspaper, posters, and any means possible to get the word out.

As soon as you recruit team leaders, hold a training session. You may hold 3-5 trainings over the course of Cleanup organizing. The goals of the training are to 1) build excitement about and investment in the Cleanup, 2) train team leaders, 3) clarify team leader responsibilities, 4) distribute materials, and 5) build community among the volunteers.

Trainings should consist of:
- An overview of your organization and NSCAHH.
- A history and description of the Hunger Cleanup.
- A brief overview of the problems of hunger and homelessness.
- How the Hunger Cleanup helps to alleviate these problems.
- How Team Leaders and all volunteers will raise funds (with a roleplay).
- Responsibilities of Team Leaders with a sample timeline.

Be creative in developing your training. Invite a guest speaker -- ideal candidates are directors of local work sites or recipient organizations. Consider holding the training at a nearby work site agency. Show slides or videos of a previous year's Hunger Cleanup, if available, or do a skit.

After Spring Break, we strongly encourage you to hold a second Team Leader meeting/training. This provides an opportunity to refocus and motivate Team Leaders at a point closer to the Cleanup date. You should also remind the Team Leaders about the goals they have set and ensure they have a plan for achieving them.

During the last week in March, hold one last meeting. Collect sign-up sheets from Team Leaders and assign the work sites.

All Volunteer Meeting: We recommend that 2-3 weeks prior to the Cleanup you hold an orientation for all volunteers. Schedule the Meeting at two different times, so all volunteers can make one of the two meetings. The agenda and goals for the meeting are similar to the Team Leader Training, though focussed exclusively on building excitement, education, and fundraising motivation and training. Ideally, most volunteers should have raised funds by now and will turn money in at the All Volunteer Meeting. However, for any procrastinators, this may be the final motivation to spur them into action, and with two weeks left, there is certainly time for them to reach their goals.

Tabling

Overview: Tabling is a tried and true method of recruitment, which serves many functions. Use a table to recruit team leaders and volunteers. Beyond recruitment, tabling can successfully build visibility for your Hunger Cleanup, and educate passersby about the problems of hunger and homelessness.

Volunteers should use the table as a base. Materials on the table, especially a large poster or display, will help project your presence into a flow of people and help get their attention. It is up to the tablers, however, to actually do the outreach by engaging passersby with question (example: "Are you concerned about hunger and homelessness?").

Tabling provides an opportunity for one-on-one recruitment, and ideally acts as a focus of attention that draws people over on their own initiative.

How to:

1. **Materials** – Prepare materials to be displayed at the table such as banners, posters, fact sheets, buttons, and articles from the paper. Also, be sure to have pens, clipboards, and a tabling schedule. When a table is set up imaginatively and with flair, it reinforces your organization's image as credible and active. Make a bold banner or display highlighting facts about hunger and homelessness in your local area.

2. **Placement of table** – The location of the table is key to its success. First pick high traffic areas like a dining hall or student union. Second, table in a variety of places to get a good mix of people. Third, table where you are allowed to. Find out logistics and if you need permission.

3. **Plan** – Set goals for the number of volunteers you would like to identify from the table and the numbers of coordinators you would like to develop. Plan to get 5-6 volunteers signed up per hour of tabling. For example, if you have two volunteers signed up for 1 hour each, they should sign up 6 volunteers each for a total of 12. Tabling is a good activity for new volunteers, so use your recruitment table to train and involve new folks. Be sure to have an experienced volunteer at the table to coordinate each hour of tabling. Always sign up twice as many volunteers as you need at any given hour, in anticipation that half will have a conflict arise or will forget. That way you will always have at least the number of volunteers you need and maybe some extras. Be sure to give every volunteer a quick reminder call the night before they are signed up to table.

4. **Training** – Each hour's coordinator should give new volunteers a brief overview of the Hunger Cleanup and the goals of tabling. Give volunteers basic tips for effective tabling, and a copy of the sample presentation. It is useful to demonstrate approaching someone and then observe the new volunteer and give him/her feedback. The coordinator should actively table to set the example and should check in frequently with new volunteers.

At the end of their shift, new volunteers should be asked about their experience and invited to come back the next day to coordinate the table. This way you are building the number of coordinators and are giving new volunteers the opportunity to take on more responsibility.

5. **Presentation or "Rap"** – The standard presentation should consist of: an introductory question, description of the organization, overview of problem, overview of proposed solution, opportunity for involvement/support, and a request to sign up to participate in the Cleanup.

Sample Rap

"Hi, are you concerned about hunger and homelessness? Great, I'm Jennifer with Volunteers in Action. Here in Tallahassee, more than 3,000 people are homeless each night, and more than 2,500 families suffer from hunger. In order to help programs fighting hunger and homelessness, we are organizing a huge Hunger Cleanup. The Hunger Cleanup is a community service work-a-thon in which volunteers gather hourly sponsors for cleaning up shelters, repainting food banks, and planting community gardens. It is happening on Saturday, April 13 from 11-2pm. We have a goal of raising $8,000 and mobilizing 150 volunteers on Saturday, the 13th. Are you interested in participating in the Cleanup?

Great, please sign up with your name and phone number on this sign up sheet. Here is a pledge sheet and some more information about the Cleanup. Volunteers are grouped in teams of 8-10 volunteers. We are also looking for team leaders to train and manage volunteers. Are you interested in being a Team Leader? Great. The next Team Leader Training is on Wednesday at 5pm, can you make it?"

Team Leaders should sign up for the next Team Leader training -- be sure table volunteers know the schedule.

Volunteers (who are not interested in being Team Leaders) should be told that their Team Leader will call them soon to tell them more about the Cleanup and answer their questions.

5. More confident tablers should "float" out into the traffic flow to reach more people. To do this, the person will need a clipboard with volunteer sign-up sheets and information. Keep the less experienced tablers closer to the table, where they will have information readily available to them.

6. The table should be a fun, high-energy activity that will help build visibility and excitement around the Cleanup and attract lots of people. Make sure that there are always at least 2-3 volunteers at the table and utilize creative visuals, even music, to help make the table fun for both volunteers and passersby.

Class Announcements

Class announcements are a great way to reach lots of people, build visibility, educate people, and recruit interested volunteers and/or contributors. Class announcements are not as personal as one-on-one tabling, so the quality of recruitment is slightly lower. However, they do enable you to get your message out to a broader group and to reach more potential volunteers.

One of the Recruitment Committee members should take on the responsibility of Class Announcement Coordinator; he or she will need other volunteers to take shifts calling faculty to schedule announcements and doing the announcements.

How to:

1) Set goals. Typically, 15% of a class will fill out volunteer interest cards.

2) Target a diverse cross-section of classes and large classes.

3) Call professors ahead of time to ask for permission. Most faculty members will let you make a 3-5 minute presentation about your project at the start of the class period. The biggest challenge will be reaching faculty members in their offices. Count on scheduling 4-6 class announcements per hour of faculty phoning, and be sure to have group members ask their own faculty members if they can make announcements in their own classes.

4) Materials: Have a sign-up sheet or volunteer card to pass out so that folks can sign up with their name and phone number during your announcement. Be sure to collect the sheet or cards before you leave. Also have a written sample class announcement as a training tool for volunteers doing the announcements.

5) Have a training plan. The class announcement coordinator should schedule trainings so that volunteers can learn how to effectively speak to classes. People are often nervous about public speaking so an effective training and a sample announcement will help prepare volunteers.

6) When doing an announcement, arrive to the class a few minutes early, in order to introduce yourself to the professor and to pass out volunteer sheets or cards. Ask the professor to introduce you to the class when he/she is ready. Also, write the place and time of your next meeting on the board. Remember some volunteers will just be interested in participating in the Cleanup, but others will want to get actively involved in helping to plan the Cleanup.

Sample Class Announcement

Intro: Hi. My name is ____ and I'm with (your group's name). Professor Jones has been kind enough to let me speak with you for a few minutes about a very exciting event - the Twelfth Annual Hunger Cleanup. (Briefly introduce your group.)

Problem: In the United States more than 3 million people are homeless, and families with children make up the fastest growing segment of the homeless population. Approximately 1 in 5 children is hungry here in the one of the richest nation's in the world. (Include local statistics in place or in addition to these national ones.) As resources are increasingly scarce for local programs, homeless shelters and emergency food programs are often unable to provide for all of the people requesting their services.

Solution: Students can play an important role in the community by educating our campus and community about the problems, fundraising to help support these programs, and volunteering.

On April 13th, we'll be joining thousands of students across the country in the Hunger Cleanup to fight hunger and homelessness in our community. The Hunger Cleanup is like a walk-a-thon except that instead of simply walking to raise funds for the hungry and homeless, we'll be helping our communities. For example, we'll get friends to sponsor our volunteer hours to plant a community garden, fix a homeless shelter, or paint a food pantry. (Use examples of sites you will be working at.)

Involvement: We have set a goal of raising $5000 and mobilizing 150 volunteers. By joining us, you'll be fighting hunger and homelessness, both in ____ (your city's name) and around the world, as well as having fun and making a difference. I encourage all of you to come and help out on the 13th. Please write down your name, address, and phone number on the sign-up sheet I'm passing around and we'll call you with more information.

I'd also like to invite you to our next planning meeting. It will be held this (day) at (time) in the (location).

Closing: The first time I volunteered at a shelter, I realized that there are a lot of myths about who the homeless were. I have stayed involved because I've seen my actions have an impact on people I care about in our community. (Include a personal statement about why you are involved.)

Pass Cards/Sheet In: Please pass in the sheet/cards to the aisles, and I will pick them up now.

I hope to see you on the 13th. Thank you.

VIII. FUNDRAISING

The Hunger Cleanup is an a-thon, similar to a walk or dance-a-thon but has the added benefit of having a meaningful action (community service). The primary goal of the Cleanup is to raise money for programs fighting hunger and homelessness. Through fundraising, your group can have an impact on the 13th and into the future. Many organizations depend on these kinds of fundraisers to survive.
Establish a Fundraising Committee of 4-8 people. Their main responsibilities are to: 1) raise money from local businesses, 2) work with the Recruitment Committee to train Team Leaders on effective fundraising, 3) coordinate direct mail, 4) coordinate money distribution with the overall coordinator and the National Student Campaign Against Hunger and Homelessness staff person, and 5) collect contributions from Team Leaders and volunteers.

How do you raise money?

Volunteers raise funds by asking friends and others to sponsor them for their volunteer hours. Individual fundraising is the backbone of the Hunger Cleanup. By gathering hourly sponsorships, all volunteers learn the skill of fundraising, and more people participate in the Cleanup by contributing.

Many schools have also had success raising money from local businesses or by mailing requests to alumni, faculty, friends, and family. The most important aspect of fundraising is to lead by example. The leadership and volunteers most involved in organizing the Cleanup should achieve their fundraising goals in the first 2-3 weeks. Other very important components include choosing your local recipient immediately, conducting fundraising trainings, and standardizing materials. All of these components are described in more detail below.

Getting Individual Sponsors

◆ **Set individual fundraising goals.** Schools that have the most successful fundraising set the individual goal at $45-50 per volunteer. This means if you are working for three hours, you only need to get 8 sponsors to give you $2 per hour. Recognize/reward the individual or team who raises the most money.

◆ **Set an example.** Each Committee Coordinator should reach his/her individual goal (which should be higher than the general goal, i.e. $75-100) in the first 2-3 weeks of the term. This demonstrates the importance of gathering sponsorships, improves the training and confidence of volunteers, and raises a solid base of funds ($1,500-$2,000) right away.

◆ **Educate volunteers.** Make sure volunteers know how the money will help the hungry and homeless. Have sheets about NSCAHH's national and international programs. Find out about and choose your local program(s) early!

◆ **Explain how to get sponsors.** The key to getting sponsors is to ask! Students from across the country have repeatedly told us that people want to contribute, they just have to be given the opportunity to do so.

◆ **Just do it!** The Recruitment Committee should train team leaders and team leaders in turn should train other students. Do roleplays in team leader meetings, then have the team leaders train their members. Once team leaders have trained their members, go out and ask people for money in the dorms, in the community, or at local businesses. It will also be less intimidating if people go in teams of two or three. The training and outreach should last about two hours. By the end of the two hours, you will probably have the sponsors you are looking for! Also, be sure to ask friends, family, and faculty members to sponsor you.

◆ **Explain why it is important to raise funds.** The reason to get funds is to be able to make contributions to organizations that need them the most. While fundraising, you can also educate and involve more people than just those actually participating in the Cleanup. If you have 50 participants and each gets 10 sponsors, your group will have involved 500 people. That is ten times the number of people who would have been involved if you did not fundraise.

◆ **Give volunteers the needed materials.** The two most important pieces of information to give the participants are a sample presentation and a sponsor sheet. Fact sheets are also helpful.

◆ **Get prizes donated to reward individuals** who achieve their fundraising goals. Businesses will often donate prizes appropriate for the individual(s) and team(s) that raise the most money -- i.e. pizza parties, gift certificates, or movie tickets. Some schools have successfully gotten t-shirts donated or paid for by student government and then sold t-shirts or given them to volunteers who reach their goals (i.e. $35-45). NSCAHH will give schools ordering our new t-shirts a discount for bulk orders. Call us for details (800) NO-HUNGR.

◆ **Develop a standard presentation.** By writing out a presentation before you begin fundraising, you can give participants an idea of what they need to say and the best way to say it.

Sample rap: "Hi, my name is _____ and I'm with Students Against Hunger and Homelessness. Did you know there are over 10,000 homeless people here in Louisiana? I'm participating in the Twelfth Annual Hunger Cleanup to raise money to alleviate hunger and homelessness.

The Hunger Cleanup is a one day community service and fundraising work-a-thon to combat hunger and homelessness. From 11-2 pm on Saturday, April 13, 1996, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, planting community gardens, whatever is most needed in our community.

In order to raise money for local, national, and international programs, we are gathering hourly sponsors. Locally the money will support ... (describe local program(s)). Will you sponsor me $2-$3 per hour ($6-9 total) for volunteering? Great, sign this sponsor sheet, and if possible write a check to (NSCAHH or your group name). Thanks for your support."

◆ **Distribute individual sponsor sheets.** NSCAHH will send brochures to all schools who register for the Cleanup. The brochure explains the Cleanup on one side and has a sponsor sheet on the other. You can also use the individual sponsor sheet (Appendix A) as a model for your own. Number and keep track of the sheets so you can tell when all the money has been turned in to you!

◆ **Remember: Volunteers should collect the money at the time that someone pledges and turn it in prior to the event.** Collecting the money before the event is a good way to eliminate the need for volunteers to track down sponsors later. In addition, turning in the money immediately ensures that the recipient organizations can put it to use fighting hunger and homelessness right away.

Business Fundraising

Business fundraising can also be an effective and easy way to raise money for the Cleanup. Because the Hunger Cleanup is a community event, you should not be shy about asking the community to contribute. There are four primary steps in mounting a successful business fundraising campaign.

1. Identifying and targeting local businesses: Instead of trying to get a donation from every business in town, start by making a list of 40 - 50 businesses on which the committee can focus. Pay careful attention to businesses that have philanthropic reputations; ones that are rooted in the community; ones that are frequented by the campus community; and ones that can provide the Cleanup with in-kind donations you will need. In-kind donations can include printing, office supplies, prizes for the most money raised or for the group which turns out the most people for the Cleanup.

2. Sending out letters: Send your list of businesses a standard one-page letter introducing them to the Cleanup. The outline of the letter can include an introduction of who you are, the problems of hunger and homelessness in your community, what the Hunger Cleanup is, and what they can do to help. (This is a specific place to include the community group to whom you are giving your donation.) Be sure to enclose a Hunger Cleanup brochure and let them know you will call them next week. This letter is like a movie "preview": it gets them interested without giving them all the information. (Appendix B).

3. Follow-up with phone calls: Within two days after businesses have received the letter, call your contact person to set up a meeting. Answer any quick questions over the phone, but save the bulk of your information for the meeting. Remember: it is easier for a business to turn you down over the phone than in person, so wait until the meeting to ask for the donation.

4. The meeting: Prepare to make a brief (5-10 minutes) presentation on the Cleanup. By this time, you should have a list of endorsements from the university community, a scrapbook from last year's event, a list of participating groups and work sites, and a description of the local group who will receive 50% of the proceeds. Ask for the money, and don't be afraid to ask for more than you think you can get. You won't always get what you ask for, but the worst they can do is say no to that particular amount. Most people won't say no altogether if they have agreed to a meeting with you. If they do say no, ask for less money or ask if they can donate a service or product.

One final note on business fundraising. Businesses will often want to give you products rather than money, and in some situations, that will be all you can get. However, try to convince the business of the good that the money will do in their community. Ask for money from businesses first and be prepared to ask for product donations, as well.

Direct Mail Fundraising

All of us know people who will want to support the Hunger Cleanup, such as family and friends. Some of these people may be hard to reach though because they don't live where you go to school. Direct mail fundraising is an easy way to give these faraway folks a chance to help the hungry and homeless. Many campuses have also been very successful at using direct mail to raise money from faculty, staff, and alumni. Direct mail is a quick and easy way to increase your outreach and fundraising; be sure to include it in your plan.

All you need is a compelling letter and a stamped reply envelope. You can create a city-specific letter based on the sample letter, which follows, and then make copies. The Campaign will provide you with stamped self-addressed reply envelopes to include with your letters. Contact the Campaign office at (800) NO-HUNGR to receive envelopes.

Sample Direct Mail Letter

Dear _____,

As you may know from reading the newspaper, the problems of hunger and homeless are increasing each year. Currently more than 3 million people are homeless in the United States, and families with children make up the fastest growing segment of the homeless population. We live in one of the richest nations in the world and yet 1 in 5 of our children is hungry. (Insert state or local statistics in place of or in addition to these national ones.) As resources are increasingly scarce, local homeless shelters and emergency food programs are often unable to provide for all of the people requesting their services. I have become involved in efforts to help end hunger and homelessness and am writing to ask you to sponsor me for a unique event, the Hunger Cleanup.

The Hunger Cleanup is a national, one-day community service work-a-thon in which students raise money while volunteering with programs for the hungry and homeless. Similar to a walk-a-thon, the Cleanup mobilizes thousands of students across the country who gather hourly pledges for their volunteer work. Volunteer projects include painting local shelters, planting community gardens, and refurbishing low-income housing units.

I'm participating in a community work project for three hours on April 13th here in (city name) and securing per-hour financial sponsorships for my efforts. Our work projects include (project description(s)).

I am doing these projects to raise money to benefit (organization). In addition, the proceeds will benefit the National Student Campaign Against Hunger and Homelessness, the largest network of students fighting these problems, and several international projects, including roofing and finishing a classroom block in Zimbabwe and a women's dairy cooperative in Bangladesh. By being one of my financial sponsors, you can help people who many times have nowhere else to turn.

To be one of my sponsors, all you need to do is fill out the form below, cut it off, and make out a check or money order to NSCAHH, and mail it in the enclosed self-addressed stamped envelope (by April 1st if possible). Your contribution is tax-deductible to the extent allowed by law.

Thank you for your thoughtful consideration.

(Name of your school) Hunger Cleanup (So we know which school should be credited with this contribution)

Yes! I want to alleviate the problems of hunger and homelessness by being your sponsor for the 1996 Hunger Cleanup. Count me in for:

__$15/hr ($45) __$10/hr ($30) __$5/hr ($15)
__$2/hr ($6) __Other: _____

Make checks payable to: National Student Campaign Against Hunger and Homelessness. Please send your contribution by 4/1. Thanks!!

Sponsor: _____

IX. WORK SITES

The Work Site Coordinator will need a small group of conscientious volunteers. The coordinators are in charge of 1) locating sites, 2) arranging the type of work and number of students for each site, 3) getting materials for the work project (i.e. garbage bags or gloves), 4) arranging transportation to and from the site for large sites (otherwise Team Leaders are in charge), 5) making sure a staff person from each agency is on-hand while the volunteers are there, 6) serving as the liaison between the team leaders and the work sites, and 7) preparing reflection exercises.

How to find work sites?

You choose the site(s) in your community. Some schools work at one large site, such as a park or a church. Other schools have one or two teams work at many different agencies around the city. Some schools do both. Be sure to choose site(s) which address community needs and relate to the problems of hunger and homelessness.

To locate work sites, coordinators should:

1. Develop a list of potential sites.
2. Send potential sites a Work Site Application and cover letter (Appendices C & D).
3. Make follow-up phone calls. This will be the most time consuming part of finding work sites. You need to contact the agencies between the hours of 9am - 5pm. Many times you will have to contact an agency three or more times before you actually speak with the right person.
4. Start early.

Criteria for choosing the sites.

1. Will students be able to work with community members?
2. Will a staff member from the agency be present to explain the services and goals of the organization?
3. What is the minimum and maximum number of volunteers needed?
4. In case of rain, will students still be able to work?
5. Can students volunteer there on a regular basis?
6. Is there a restroom available?

What to ask an agency representative.

1. What kind of work will people be doing?
2. Will the agency supply the materials or do we need to provide them?
3. Is the agency easily accessible from campus -- by car, by mass transit?
4. Is there a time the team leader can visit the agency to become more familiar with what they do and how to get there?
5. Would they like to speak at a rally before the Cleanup?

Follow-up

Once you have established and visited a work site, it is time to pass the torch. The Team Leader, if possible, should meet with the agency representative before the Cleanup or at least have a phone conver-

sation with him or her. This meeting or call will preempt any logistical problems the day of the Cleanup. In addition, it establishes a connection between the team leader and their work site.

Where do we work?

Work Site Coordinators should start their search by speaking with the volunteer center on campus and local agencies at which students regularly volunteer. Other successful options have included:

- ❒ Local homeless shelters and food banks.
- ❒ Organizations fighting hunger and homelessness, such as the state Coalition for the Homeless.
- ❒ Parks and Recreation or the Public Works Department (parks and playgrounds).
- ❒ Social Service Agencies. Get a listing from United Way if you are not familiar with local groups.
- ❒ Religious Centers. Many churches and synagogues sponsor meal programs and food banks.
- ❒ Garden Associations.
- ❒ And the following groups: Habitat for Humanity, YMCA/YWCAs, day care centers, retirement homes, or clinics.

If you have a large number of volunteers or if you live in a rural area, you may find you run out of hunger and homelessness sites. Don't worry, be creative. Groups have used the time to sort clothing at shelters, or provide day care. Last year, students at Gustavus Adolphus raked leaves for the elderly.

X. REFLECTION

With each community experience, people learn about themselves and about those in their surrounding environment. There are simple, concrete ways that you can make the experience of the Hunger Cleanup a more thoughtful and rewarding experience for all.

We encourage you to do this by introducing a reflection component in your event. Reflection can take many shapes and forms, but the two critical elements are to think about and discuss your experience. By reflecting in a group setting, participants often gain better insight into what they have felt and learned through their experience. Experience has also shown that those events which incorporate a reflection component are more likely to retain volunteers throughout the year.

You should tailor the reflection component to your event and your participants. The following suggestions are from the Twin Cities, MN Hunger Cleanup. Immediately following their service project, students met in small groups. The groups, composed of four to six people, met for 20-30 minutes. The following questions can be used to initiate conversation:

1. What did you accomplish today, both as an individual and as part of a group?
2. What if anything surprised you about the experience?
3. What did you personally learn from the experience?
4. If you could stop time and take a picture of any part of today, what would it be?
5. How does what you did today fit into the bigger picture?
6. How do you intend to stay involved?

Make sure each reflection group is facilitated by a Team Leader who has been prepared beforehand. By conducting the reflective session at the work site you won't lose people between the ride home and a meeting afterwards. If people are too tired to stay at the work site, use index cards as "reflection cards" for volunteers to write down their thoughts and have team leaders pose questions on the ride back. You can use these quotes for Cleanup materials the following year or send them into the Campaign to be used

for this manual, the brochure, or other materials.

The most important thing is to create an atmosphere where volunteers feel comfortable talking about their experiences. In this way, it is easier to make connections between their individual actions and larger actions against hunger and homelessness.

XI. ON-CAMPUS AND COMMUNITY PUBLICITY

Materials

1. **You will need an information and recruitment flier** to distribute to team leaders, volunteers, and other supporters.
2. **The Campaign will provide you with brochures and posters** from the national office. Each registered Hunger Cleanup school will automatically be sent materials throughout the term. You will be sent brochures, posters, a media kit, and other pertinent information. (You will have to request business reply envelopes since not every school uses direct mail.)
3. **Have a banner making party** and hang banners in prominent places on-campus and in town. One year Indiana University hung a banner in the Town Hall.
4. **Make an exhibit in the library or dorms** or use a display case in the cafeteria or student union. Approach a poetry class or photography club about helping you with the display.

On-Campus Publicity - How To:

1. **Have an informational meeting at the beginning of the year.** Invite a guest speaker – an agency or organization director, or homeless or formerly homeless person from your local community to speak.
2. **Make presentations to campus groups to** invite them to the general interest meeting and recruit team leaders and volunteers.
3. **Put together informational fliers** which outline the local problems, the Hunger Cleanup, and a phone number to contact to get involved. Produce two sizes of the flier, an 8 1/2 x 11 to post around campus and a quarter or half-page size to slip under dorm doors, put under car windshield wipers, or stuff into mailboxes. You can also use the same design for table tents. The 8 1/2 x 11 poster should have less text and be bold and eye-catching.
4. **Approach the student government association**, president of your college or university and/or the faculty senate to pass a resolution in support of the Hunger Cleanup. You could also ask them to contribute funds in general or to buy or print T-shirts.
5. **Write a letter-to-the-editor.** The Connecticut Public Interest Research Group chapter at UCONN-Storrs persuaded the President to write a letter-to-the-editor encouraging students to get involved.
6. **Approach the radio station** to record your own public service announcement or ask the station manager to record one for you. If you approach a faculty member in a communications class they may give their class an assignment to come up with a publicity campaign for you.
7. **Schedule a teach-in.** Ask a cool professor if you can teach a class about hunger and homelessness issues and plug the Cleanup at the same time.
8. **Table.** A table in the main quad with lots of volunteers, posters, and fact sheets is a great way to be visible.
9. **Gain media coverage** in the campus paper and on campus radio and TV.

Community Publicity -- How To:

1. **Begin your publicity campaign by contacting local agencies** for statistics on hunger and homelessness. You can use these for your fliers, campus group presentations, media, etc.. In addition, you can begin a relationship with a variety of community groups with which you can work on the Cleanup and other activities in the future.
2. **Pass out fliers at busy intersections** outlining the problems and solutions and giving community members ways to get involved (donating money or participating in the Cleanup).
3. **Gain endorsements** from the mayor, elected officials, local VIPs, the College President. VIP endorsements will help increase coverage of the event. Use the sample endorsement letter as a model (Appendix E).
4. **Approach local businesses in the area for team leaders.** Local businesses might put forth a team and might agree to match the amount raised by their employees with a company donation.
5. **Put up posters asking for volunteers** at grocery stores, churches, temples, or other local gathering places.
6. **Approach the city council** and/or mayor about issuing an executive order proclaiming April 13th, Hunger Cleanup Day. Hang the proclamation in a Union display case, make copies to take to meetings with businesses, VIPS, administrators, and send a copy to NSCAHH.
7. **Approach the local elementary schools** about having a poster contest which can be displayed at city hall. Ask a local business to provide a prize.
8. **Educate local high school students and recruit volunteers.** If you are on a college campus, use the Hunger Cleanup as an opportunity to do this.

Documenting the Event

Make sure to compile a notebook of your plans, notes, timelines, photos, correspondence, and media coverage. This information will be invaluable to next year's Cleanup organizers, will save them time, and increase their effectiveness. Also, by having all the information neatly placed in one notebook, organizers will be able to pull articles, resolutions, and endorsement letters for use in meetings with administrators and student leaders, as well as in meetings with local businesses and organizations who are potential donors.

XII. MEDIA

How do we get news coverage of the event?

Contact your school's Public Relations Department. Their job is to get press coverage for events which involve members of your school. In many cases, they will take care of most of the media work for the event.

If you don't have such an office, approach a particular class or lead your own media campaign. The National Campaign will send you a media kit which will include a sample press release and advisory (and a description of the difference between the two), a sample public service announcement, a guide to organizing a press conference, and general tips for gaining media coverage.

Some Basic Tips:

- **Campus and faculty newspapers.** Early in the term, contact the news editor. Highlight participating campus groups and leaders, local statistics, and endorsements. Pitch the story of the Hunger Cleanup itself, but also the story of the planning of the event. You will want the paper to do a story immediately about the Cleanup itself, your goals, and any early highlights. Then you want them to do a follow-up story or two prior to the event, and cover the event itself. The whole campus should know about and be

invested in the Hunger Cleanup.

As the event draws near, contact a reporter with more details. Suggest a series of articles on the hunger and homelessness problem and offer to write an opinion editorial (long letter-to-the-editor) about hunger and homelessness. Some campus papers will let you write your own column over the course of the year.

◆ **Local and regional newspapers.** Most of the above information for campus media is relevant to the community media, as well. Be sure to highlight local statistics, work sites, local fundraising recipients, community endorsements and donations, this will help bring the story into the community and localize the story.

◆ **Radio Stations.** Ask radio stations to run public service announcements, 30 to 60 second announcements which pitch the event and run at different times throughout the day. The media kit will contain a sample, but don't hesitate to ask your station for the format they prefer. Local community-based and campus stations may have talk shows on which you can appear. They can also cover the event itself.

◆ **Television Stations.** TV stations need good visuals to cover a story. The Cleanup itself is a great TV story, especially if you can get the mayor or other VIPs to roll up their sleeves and work with you. Also, think of other visual events you can invite them to prior to the Hunger Cleanup. For example, you might invite the media to cover a large Team Leader training with a well-known local leader. If you are in a small town, a large visible banner-making party or fundraiser with lots of volunteers and colorful banners, might be newsworthy. Be creative. Lots of people and creative displays are a good start.

◆ **Refer reporters to NSCAHH for a quote** about your work and the national perspective and history of the Cleanup.

XIII. LAST MINUTE TIPS

A. **Remind all volunteers.** Call Team Leaders to remind them of the event, where they should be, and when they should be there. Each Team Leader should contact his/her volunteers at least two days before the day of the Cleanup to remind them of the time, a place to meet, and any particular type of clothing which should be worn given the work to be done for the day.

B. **Collect the money.** At each event, team leader trainings and meetings and the All Volunteer meeting you should collect money. Plan to collect all outstanding contributions the week prior to the Cleanup. The money should be brought to a safe place for a final count and sent to NSCAHH or deposited as soon as possible. Don't rely on the day of the Cleanup to collect a lot of outstanding money, you will have a hundred things to do without worrying about a lot of checks or cash.

C. **Call the local and school newspapers** and the television and radio stations to follow-up on the press advisory you will have sent out and to invite them to the event.

D. **Have a headquarters for the day with a phone** and answering machine or get a cellular phone donated for the day. Make sure all team leaders and media contacts have the number. At this site, you can answer press calls, place latecomers, and deal with any logistical problems.

E. **Take action photos.** Use black and white film and send photos to the Campaign, we'll use it for our brochures, posters, and annual report.

XIV. WRAPPING IT UP

A. Call the national office. Call us at 800-NO-HUNGR by Monday, April 15th to tell us how it went!

B. Send the checks or money orders (do not send cash), Money Distribution Sheet (Appendix F) and Final Results Sheet (Appendix G). Please make sure to fill out the final results sheet in detail and send photos, copies of news articles, resolutions or proclamations, and other information to the NSCAHH office. We will use this information to determine the NSCAHH Excellence Award to be given out at the Tenth Annual Conference and to note highlights in our newsletter.

C. Have a final Cleanup meeting. At this meeting, evaluate your Cleanup and discuss future plans. Have the Committee Coordinators record their work and results so that next year's committee can learn from their experience. Make a list of next year's major contacts and choose next year's coordinators. Also, plan additional volunteer events for the rest of the term. Depending upon the timing of your academic year, you will continue your volunteer meetings and hunger work. You will want to involve Cleanup participants again right away to ensure that interested volunteers have as much experience and connection as possible and, therefore, will continue in the Fall.

D. Mail thank you letters. After you have compiled the results of the Cleanup, send thank you letters to the people, organizations, and sponsoring businesses that helped make your Cleanup a success. Ask your campus paper to donate an ad to be used to thank all donors.

E. Fill out your Final Results Sheet (Appendix G) and mail it to the Campaign.

F. Pat yourself and each other on the back for an excellent job!

XV. HUNGER CLEANUP AWARDS

Each year NSCAHH recognizes those schools which did a superlative job on the Hunger Cleanup. Through the Hunger Cleanup, schools demonstrate their commitment by forging student and community partnerships, and working to end hunger and homelessness.

The awards are given to four schools for money raised, volunteers recruited, endorsements gained, and work accomplished, and to the Rookie of the Year. In addition, to the silver, bronze, and rookie awards, the NSCAHH Award of Excellence was conceived in 1991 to recognize the school which had the best all-around Cleanup. NSCAHH looks to reward schools which successfully integrate all of the basic components of the Hunger Cleanup. The integral parts include fundraising, building extraordinary campus or community coalitions, receiving a variety of endorsements or proclamations, or gaining significant media coverage. These awards are given out during a presentation at NSCAHH's Annual National Conference.

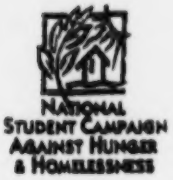
Congratulations to last year's winners:

NSCAHH Gold Medal Award of Excellence – Fairfield University

Silver Medal Award Winner – University of Wisconsin at Madison

Bronze Medal Award Winner – UC Berkeley

Rookie of the Year -- CUNY Hunter College



HUNGER CLEANUP SPONSOR SHEET

Volunteer Name:

Phone Number:

As part of the National Hunger Cleanup, students will volunteer for three hours on Saturday, April 13, 1996 to complete needed work projects. Proceeds from the event will support local, national, and international relief, education, and development efforts.

All money must be collected prior to the event on April 13.

Name	Address / Phone	Amount Per Hour	Total Pledged	Money In?
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				

Total: _____

The Hunger Cleanup is an official project of the National Student Campaign Against Hunger and Homelessness (NSCAHH). Please make all checks payable to NSCAHH.
Your contribution is tax-deductible. THANK YOU!

Sample Business Fundraising Letter

February 1, 1996

Dear Local Business Owner,

On Saturday, April 13th, students from *(your school)* will be joining the Twelfth Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness.

The Hunger Cleanup is a one day community service and fundraising campaign to combat hunger and homelessness. From 11-2 pm on Saturday, April 13, 1996, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, planting community gardens, whatever is most needed in the local community. Participants ask friends to sponsor them for their hours of work, and the money raised will support *(local organizations)*, as well as national and international programs.

Include a sentence or two about your organization.

We need your help to ensure that the Seattle Cleanup is a success. Our goals are to raise $7000 and involve 200 volunteers. We are asking local businesses to support community involvement by making a contribution to the event. Money raised from the Hunger Cleanup will support local, national, and international projects. Here in Seattle, the money will be used *to plant a community garden for low income families in need of food. (Specify your local project.)*

I will call next week to schedule a meeting to talk further about ways your business might be interested in supporting the event. Thank you very much for your time and consideration. If you have any questions, I can be reached at (xxx)xxx-xxxx.

Sincerely,

Jenny May
Community Outreach Coordinator
UW Hunger Cleanup Committee

APPENDIX C

Sample Work Site Application Cover Letter

February 11, 1996

Dear Community Service Coordinator,

I am writing to invite your organization to participate in the Twelfth Annual Hunger Cleanup. Each year ***(your campus group)*** organizes the annual Hunger Cleanup in ***(your town)***, as part of the national event sponsored by the National Student Campaign Against Hunger and Homelessness (NSCAHH).

The Hunger Cleanup is a one day community service and fundraising campaign to combat hunger and homelessness. From 11-2 pm on Saturday, April 13, 1996, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, planting community gardens, whatever is most needed in the local community. Participants ask friends to sponsor them for their hours of work, and the money raised will support ***(local organizations)***, as well as national and international programs.

We invite your organization to participate in the Twelfth Annual Hunger Cleanup by suggesting a service project that our volunteers will be able to accomplish in three hours on Saturday, April 13. Please fill out the site application that is enclosed, and return it as soon as possible. If you have any questions, please feel free to call me at (xxx) xxx-xxxx during my office hours (x am - x pm).

I hope you will join us in the 1996 Hunger Cleanup. I look forward to working with you.

Sincerely,

Work Site Coordinator
Group Name

WORK SITE APPLICATION

On Saturday, April 13th, students from our school will be joining the Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. Students will volunteer to perform community service at different sites while raising money for the hungry at home and abroad. Money is raised through individual per hour sponsorships.

If you have an idea for a work project that we can accomplish together, please fill out this application and return it to us by (date) . Possible projects include cleaning up, painting, sorting food or clothes, gardening, or anything else with which volunteers can help. Projects will be evaluated on a first-come basis, and we will notify you by (date) , whether or not we can work at your site. Preference will be given to projects where all tools and materials are provided and where there will be an alternative inclement weather work plan. We would love to be joined by members of your program or staff, as well.

Name _____ Organization _____

Address _____

Phone (Office) _____ Best Time to Reach _____

(Home) _____ Best Time to Reach _____

Briefly explain your idea for a project:

Where would the project take place? (Please draw a map on the back and include a public transportation route.)
How many volunteers would the project require? Minimum _____ Maximum _____

Could a staff person from your organization be in attendance to make a short presentation to the volunteers and to help supervise the project? If yes, who would that person be?

Is there an appropriate opportunity for students to work alongside community residents or clients?

What materials would be needed for this project and how would they be provided? (We have no funds to provide materials but can work with you to solicit in-kind donations, if necessary.)

If your project takes place outdoors, what is your alternative plan in case of rain? Do you have a project that can be done indoors?

Will volunteers have access to bathrooms?

Please return by (date) to (contact name and address) _____

_____

If you have questions, please call (your name and address) _____

_____

Sample Endorsement Letter

February 1, 1996

Dear Mayor Jones,

On Saturday, April 13th, students from *(name of school)* will be joining the Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. The Hunger Cleanup is a national one day community service work-a-thon in which students raise money while volunteering with programs for the hungry and homeless. From 11-2 pm on Saturday, April 13, 1996, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, and planting community gardens. *(Be specific about local projects.)*

We need your help to make sure that the UW Madison Hunger Cleanup is a success. You can issue a proclamation making the Hunger Cleanup a city-wide day of community service. By issuing a proclamation you not only help support the Cleanup, you will help promote community service in Madison.

The money raised during this work-a-thon will also benefit the community. Fifty percent of the funds raised will go to ... *(specify local money – e.g. to creating a community garden for low income families.)* The rest of the money will go to other national and international service projects.

Thank you very much for your time and consideration. I will call next week to follow up with you. If you have any questions, I can be reached at (xxx) xxx-xxxx.

Sincerely,

Ian Cooley
NSCAHH

MONEY DISTRIBUTION SHEET

Please fill out and return this sheet with your check(s) to:

National Student Campaign Against Hunger and Homelessness
11965 Venice Blvd. #408
Los Angeles, CA 90066

Please check one:

_____ I am enclosing a check (made payable to the National Student Campaign Against Hunger and Homelessness) for 50% of the money we raised. I will distribute the remaining funds to the local organization(s) we have chosen.

OR

_____ I am enclosing a check (made payable to the National Student Campaign Against Hunger and Homelessness) for 100% of the money we raised. I want the Campaign to distribute one half of this money to the local organization(s) that I have indicated below.

Name _____ Signature _____

Sponsoring Campus Group _____
Campus Group Address _____
Phone: Office (____) _____ Home (____) _____
Summer Address _____
Summer Phone (list permanent phone if not known) (____) _____

Total Funds Raised _____ Direct Mail Funds Raised _____
Amount of Checks Enclosed _____ Amount of Money Orders Enclosed _____
Total Funds Enclosed _____
Additional Funds to Be Sent Later _____

DISTRIBUTION: You must complete if you used direct mail and /or sent 100% of the funds you raised. Use back if more space is needed.

	Percentage	$ Amount
1) National Student Campaign Against Hunger and Homelessness	50%	_____
2) Organization: _____	_____	_____
Contact Person: _____		
Address: _____		
_____		
Phone: (____) _____		
3) Organization: _____	_____	_____
Contact Person: _____		
Address: _____		
Phone: (____) _____		
TOTALS:	100%	_____

Final Results Sheet
1996 Hunger Cleanup

PLEASE TAKE 10 MINUTES TO FILL OUT AND RETURN THIS FORM TO NSCAHH.

Name of Cleanup Coordinator: _____ Year of Graduation: _____
Summer Address: _____
_____
Summer Phone: ( ) _____
Fall Address: _____
_____
Fall Phone: ( ) _____
Advisor: ( ) _____
Address: _____
Advisor Phone: _____
Participating Schools (including yours): _____
_____

1. Recruitment Numbers

Students: Faculty:
Administrators: Community Members:
Others: TOTAL:

2. Fundraising Amounts

Individuals: Businesses:
Direct Mail: Other (specify):
TOTAL:

3. Work Sites:
*Name site and list project completed. Use separate page, if necessary.

1)
2)
3)
4)

4. Media/Publicity

Endorsements: Newspaper:
Television: Radio:
Proclamations:

NOTE: DON'T FORGET TO INCLUDE ALL PRESS, PHOTOS, ENDORSEMENTS, AND HUNGER CLEANUP MATERIALS WITH FINAL RESULTS SHEET AND MONEY DISTRIBUTION FORM!

5. Evaluation

1) What were the strengths of your Hunger Cleanup? For your organizers? For your participants?

2) What were the biggest obstacles you faced during the Cleanup, and how did you deal with them?

3) How would you rate the assistance you received from your NSCAHH field organizer?

4) What suggestions do you have to improve the 1996 Hunger Cleanup Manual, brochure, and posters?

1996-97 NSCAHH Projects

In which of the following 1996-97 projects is your school interested in/planning to participate?

_____ Annual Leadership Conference (mid-October 1996, northeast location TBA)
_____ Hunger and Homelessness Week (November 16-23, 1996)
_____ 1997 Hunger Cleanup (April)
_____ SPLASH (Students Pushing for Legislative Action to Stop Hunger and Homelessness)
_____ Food Salvage
_____ Project Partnership

Who will be the key NSCAHH student contact on your campus next year?

Name: _____

Fall Address: _____

_____

Fall Phone: (_____) _____

Congratulations on a job well done! Have a great summer!

PUBLICATIONS AND MERCHANDISE

The Hunger Cleanup Manual: A step-by-step manual on how to lead a Hunger Cleanup, the national community service work-a-thon. Manual includes organizing tips, examples, timelines, and information you need to involve your school in this fundraising and community service event. One free copy per school, $6.25 for each additional copy.

Fall Organizing Manual: A 44-page guide of Campaign sponsored and other national programs for the Fall (:hough the information and ideas are relevant year-round). This manual incorporates tips and project plans for organizing various events for Hunger and Homelessness Week and fact sheets on hunger and homelessness. A resource directory is also included. Price: $6.25

Hunger and Homelessness Action: A Resource Book for Colleges and Universities
A blueprint for volunteer recruitment, organizing, media promotion, fundraising, and resource guide that will enable students to create and plug into vigorous programs. Price: $20.00 (225 pages)

Food Salvage Manual: Food Salvage involves collecting surplus food from area restaurants or campus dining halls and distributing it to emergency food programs on a regular basis. Written in collaboration with Stanford's Project on Nutrition, this guide will help you begin a Food Salvage program on your campus. $6.25

Setting a New Course: Expanding Collegiate Curriculum to Incorporate the Study of Hunger and Homelessness: A publication to help you expand your college or university curriculum to include courses related to domestic and international hunger and homelessness issues. Developed in conjunction with the Congressional Hunger Center, the manual includes sample curricula from colleges across the country. Price: $6.25

Going Places: A catalogue of domestic and international internship, volunteer, travel and career opportunities in the fields of hunger, housing, homelessness, and grassroots development. Descriptions of more than 90 organizations and select graduate programs. $6.25

SPLASH (Students Pushing Legislative Action to Stop Hunger and Homelessness) Handbook: This handbook describes the federal legislative process and how individuals and groups can organize grassroots educational and action campaigns. This guide also includes a list of more than 300 local and regional advocacy groups. Price: $6.25

Fact Sheet Packet: A set of fact sheets covering aspects of hunger and homelessness, and related issues including hunger in the U.S. and the world, homelessness, myths about homelessness, and federal assistance programs. Price $2.00.

NEW CAMPAIGN T-SHIRTS: T-shirts with the NSCAHH logo on the front corner and new design on back with motto "Hungry for Change", range of colors, short and long sleeve, L and XL only. Short sleeve is $10, Long Sleeve is $15. See back for full listing of sizes and colors. Special bulk rates available.

ORDER FORM

Publication/Merchandise	Quantity	Amount
1.		
2.		
3.		
4.		

Please mail materials to: Name_____
Address_____
City, State, Zip_____

All prices includes shipping and handling, unless noted otherwise. Checks must accompany orders. Please make checks payable to: National Student Campaign Against Hunger and Homelessness. Mail form and check to:
NSCAHH 11965 Venice Blvd. #408, Los Angeles, CA 90066. Allow 4-6 weeks for delivery.

NATIONAL STUDENT CAMPAIGN AGAINST HUNGER & HOMELESSNESS

NEW CAMPAIGN T-SHIRTS!

T-shirts with the NSCAHH logo on the front corner and new design on back with motto "Hungry for Change," range of colors, short and long sleeve, L and XL only. Short sleeve is $10, Long Sleeve is $15. Special bulk rates available – $1 off per T-Shirt for orders of 20 or more, $2 off per shirt for orders of 50 or more.

Order T-shirts as soon as possible to guarantee colors and sizes and to ensure that they arrive in time for the Cleanup.

T-SHIRTS Colors and Available Sizes

Short Sleeves

L:	Ash (light grey)	XL:	White
	Forest Green		Oatmeal
	Oatmeal		Navy
			Purple
			Cardinal
			Forest Green

Long Sleeves:

L:	Navy	XL:	White
			Ash
			Forest Green